

The Boomer Project

Understanding Today's Boomer Consumer

Who, What, Why & How



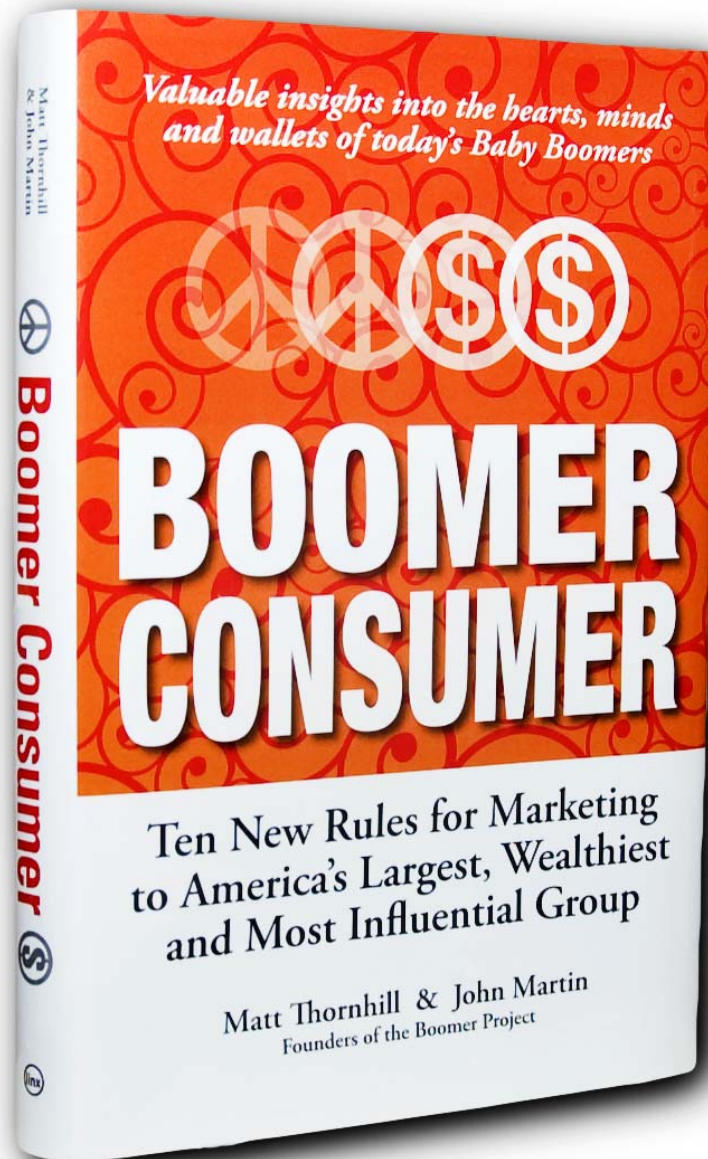
43 Years
12,000 Studies

The Boomer Project

7,000+

consumer interviews a month





The Next 55 Minutes

Understanding Boomers

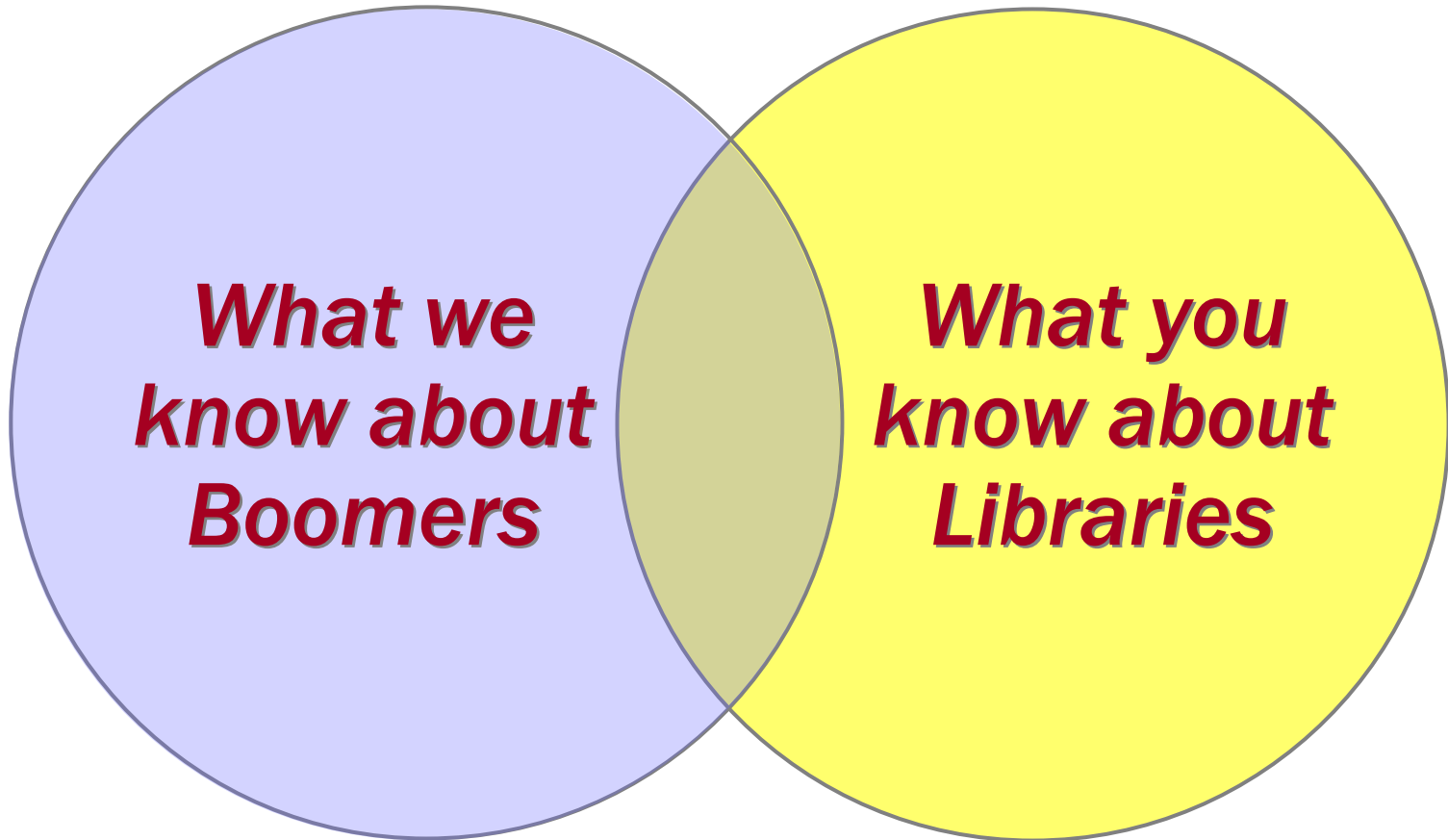
.....

***Understanding
California Boomers***

.....

***California Boomers
& Libraries***

The Intersection:



Understanding Today's Boomer Consumer

Are you a Baby Boomer?

GI Generation	1905-25	45,000,000
Silent Generation	1926-45	

<i>Baby Boomers</i>	<i>1946-64</i>	<i>78,000,000</i>
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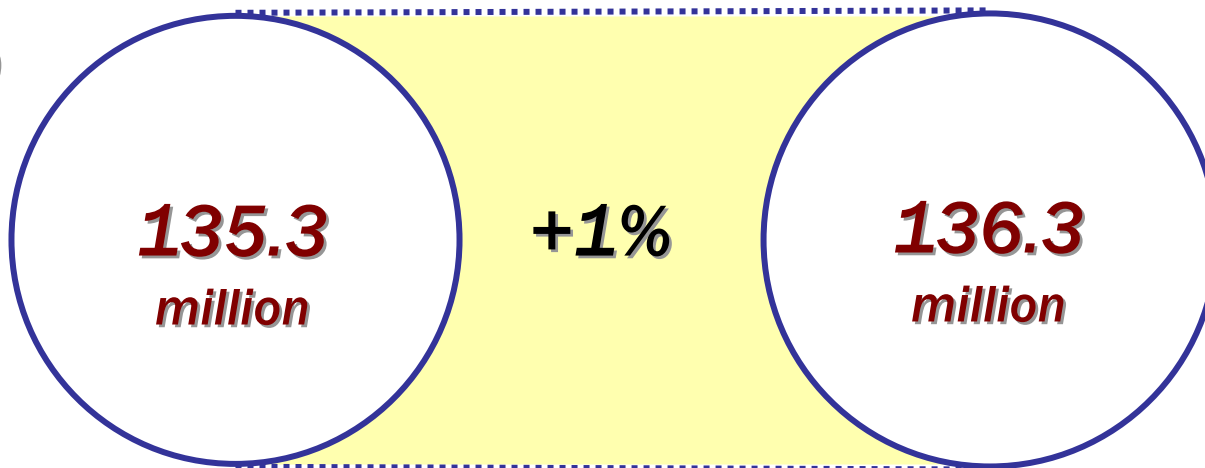
Generation X	1965-82	65,000,000
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Millennials	1983-02?	80,000,000
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***One out of every three **adults** in
America is a Baby Boomer.***

The “coveted” demographic?

18-49



50+



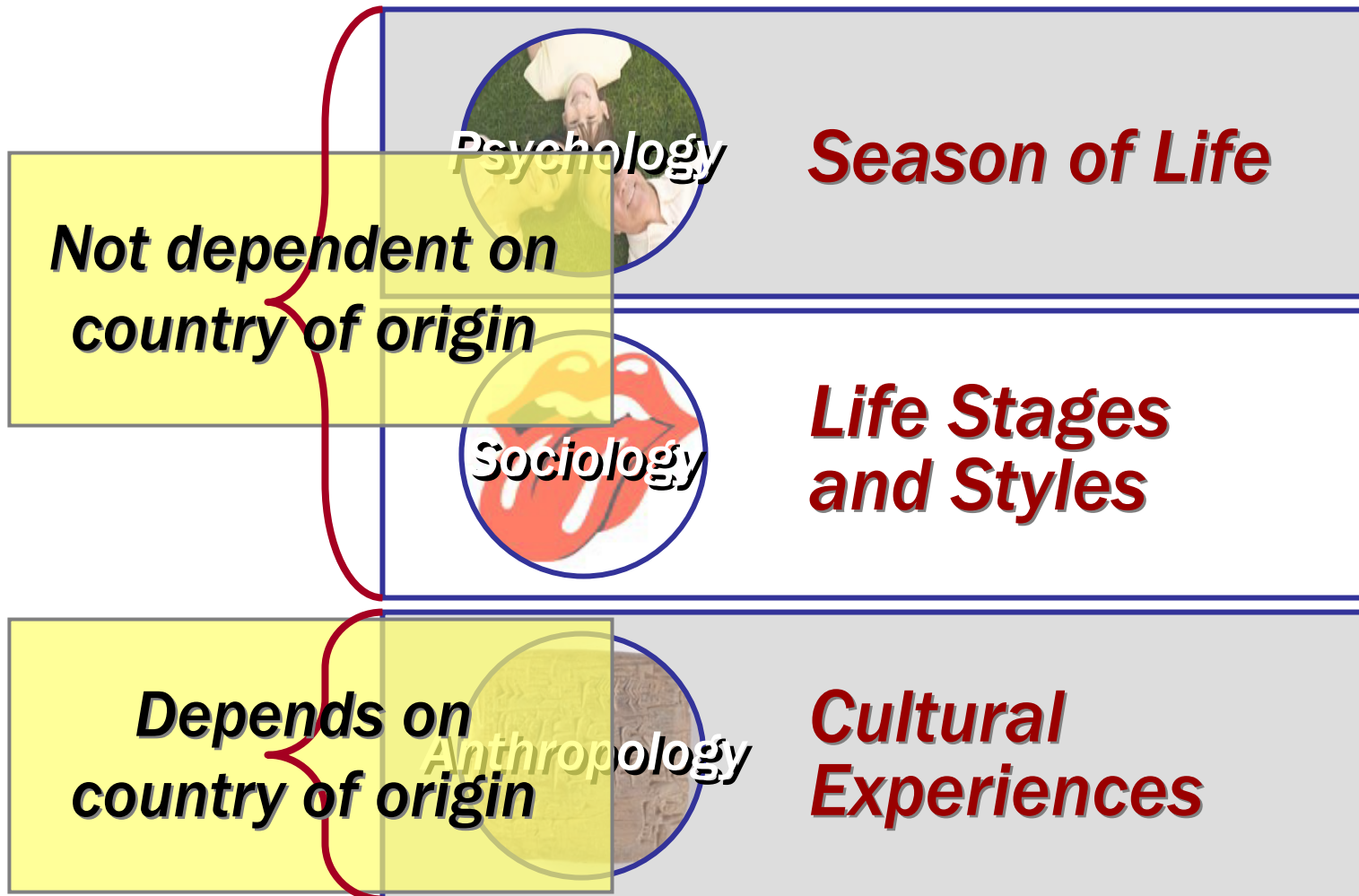
2007

2017





78 Million Strong

<i>Infants</i>	<i>Food</i>	<i>Gerber</i>
<i>Kids</i>	<i>TV</i>	<i>Fads, Cereal</i>
<i>Teens</i>	<i>Convenience</i>	<i>McDonalds</i>
<i>Young Adults</i>	<i>Rebellion</i>	<i>VW, Honda</i>
<i>Adults</i>	<i>Exercise</i>	<i>Nike, Fitness</i>
<i>Parents</i>	<i>Transportation</i>	<i>Minivans</i>
<i>Over 50</i>	<i>Aging</i>	<i>???</i>

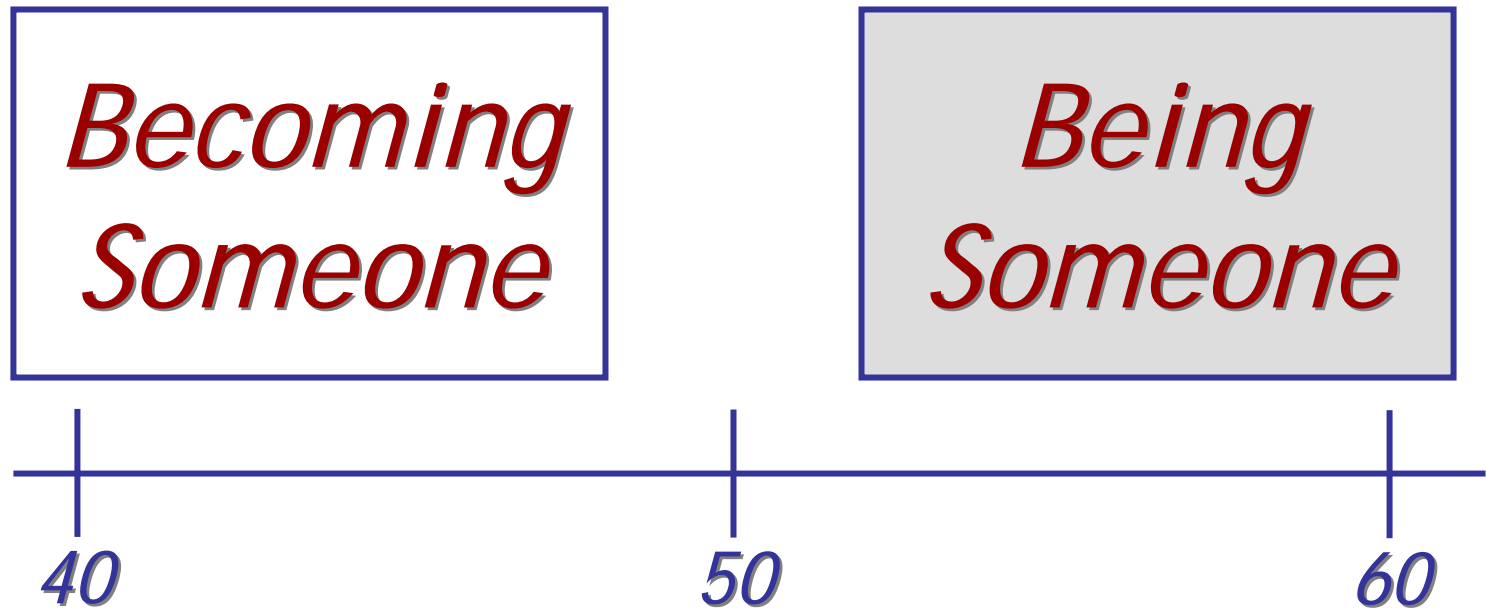
Understanding Boomer Behavior:



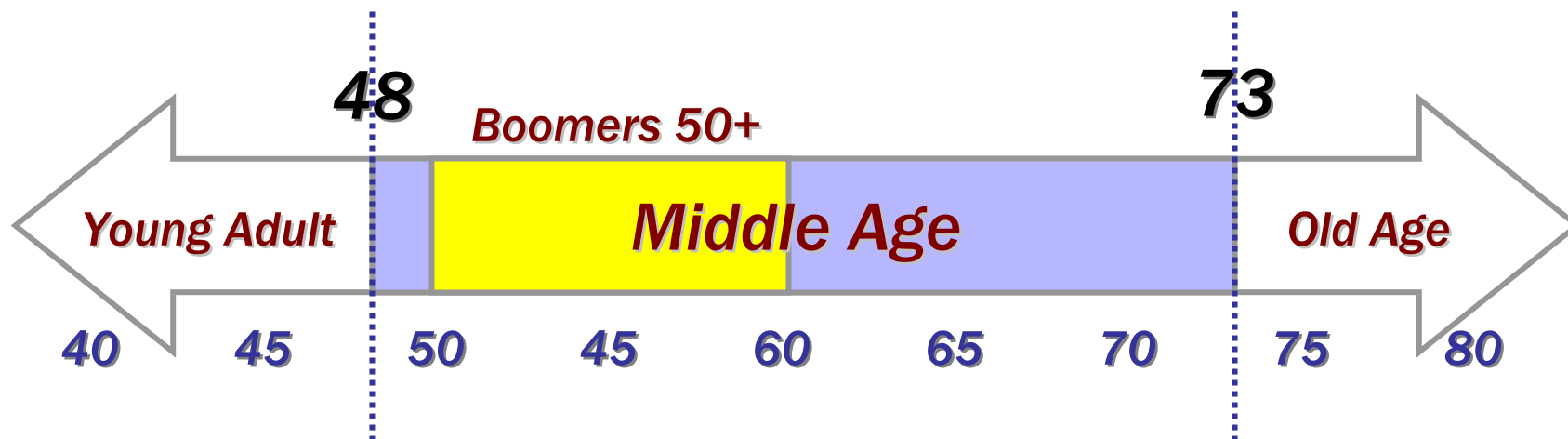
Different Seasons, Different Reasons

	<i>Stage:</i>	<i>Age:</i>	<i>Life Focus:</i>	<i>Modus Operandi:</i>
 <p>Spring</p>	<i>Initial personal development</i>	<i>Birth-20</i>	<i>Play (learning)</i>	<i>Fantasy: Everything will generally work out in my favor</i>
 <p>Summer</p>	<i>Social/ vocational development</i>	<i>20-40</i>	<i>Work (becoming somebody)</i>	<i>Romantic: the world is my oyster; I can make anything work my way</i>
 <p>Autumn</p>	<i>Inner self/ spiritual development</i>	<i>40-60</i>	<i>Work-Play (search for meaning)</i>	<i>Reality: Not as good as I thought; who am I, what's my life purpose?</i>
 <p>Winter</p>	<i>Climax of personal development</i>	<i>60-80+</i>	<i>Reconciliation (making sense of life)</i>	<i>Ironical: There's some good in every bad, some bad in every good - c'est la vie!</i>

- *Ages 0-40 – social needs, social self*
- *Ages 40-80 – inner needs, self actualization*



The Middle Age of Aquarius?

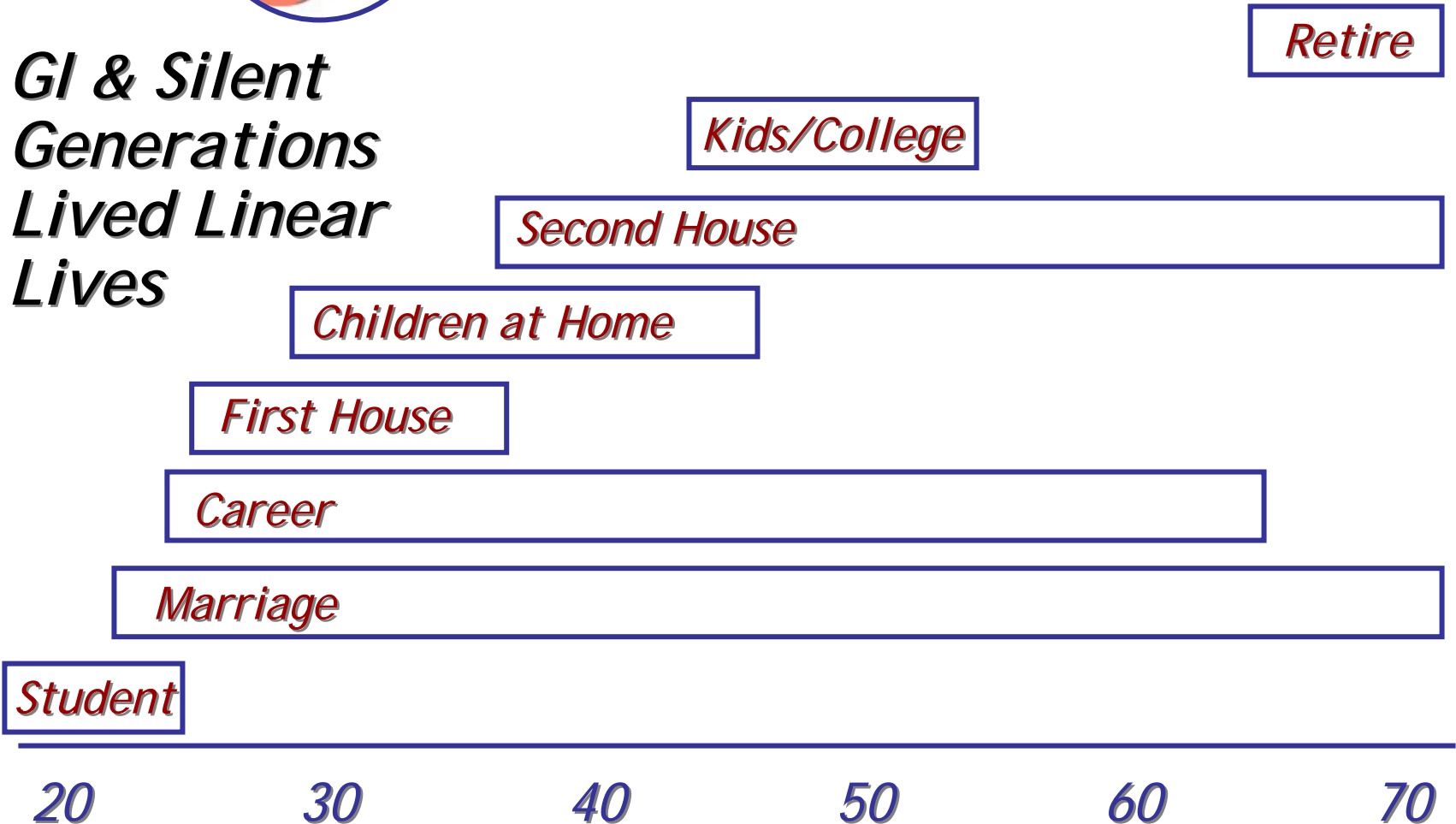


Q: At what age does “Middle Age” begin. At what age does “Old Age” begin?



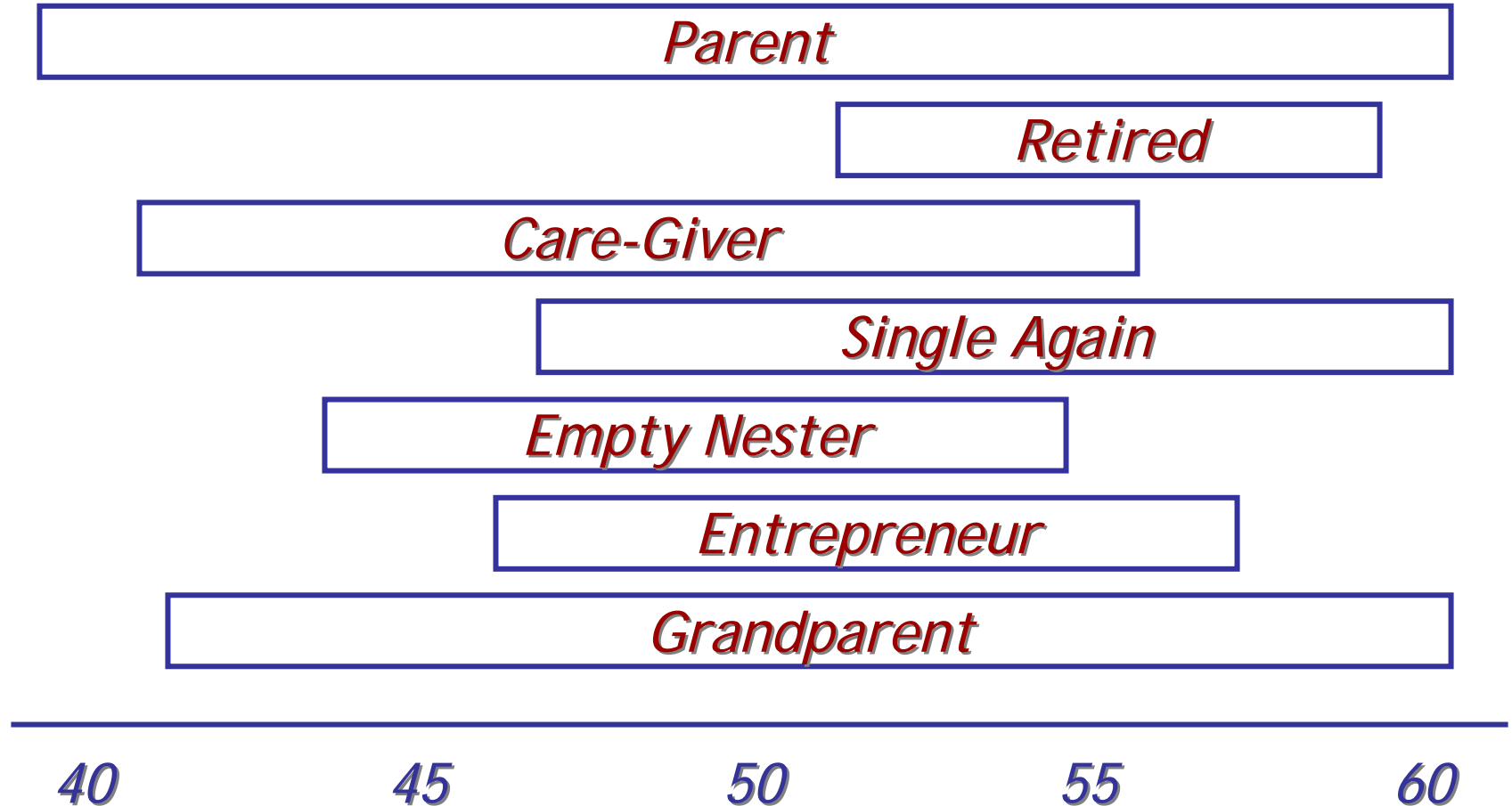
Boomers: A Different Life

*GI & Silent
Generations
Lived Linear
Lives*





Life Stages of Boomers



*Average age of
a Boomer
Grandparent is
53.1 years old*



Not One Life Style

Boomer Segments:

- **Empowered Trailblazers**
- **Wealth-Builders**
- **Leisure Lifers**
- **Anxious Idealists**
- **Stretched and Stressed**

From Merrill Lynch's "New Retirement Survey" May 2005



Life Styles of 40+

Conservative Elites

Rustic Retirees

JWT Mature Marketing Group

24 "Clusters" based on common:

- **Purchasing power and behavior**
- **Lifestyle choices**
- **Values**
- **Demographic attributes**
- **Socio-economic status**
- **Attitudes**

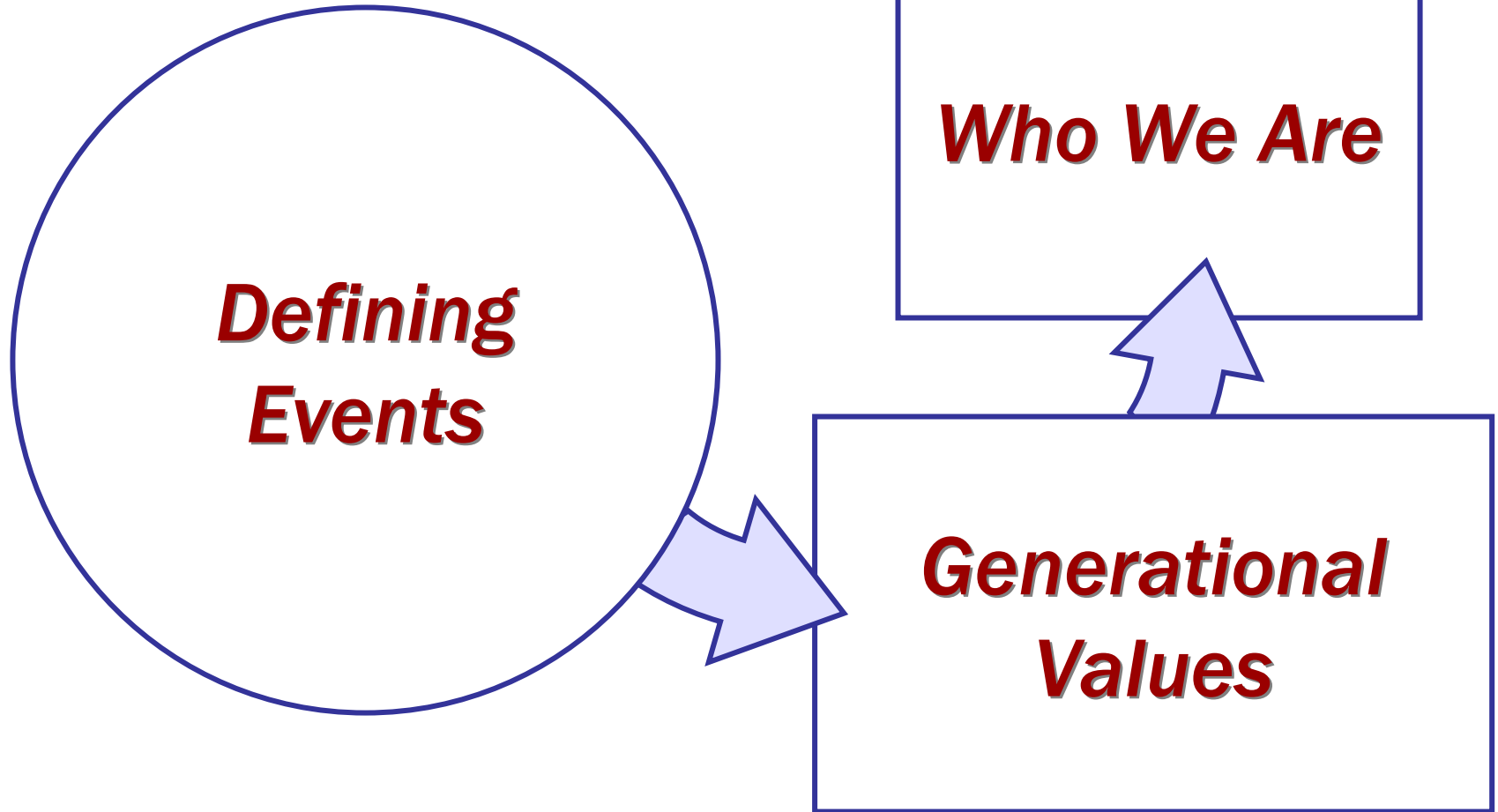
American Dreamers

Mainstream Matures

*lists
analysts*

Anthropology

Culture's Impact



Anthropology

Defining Events

Birth of TV
Prosperity
Cold War
Political Assassinations
Watergate
Rock 'n Roll
Growth of Suburbia
Women's Lib
Civil Rights
Vietnam

Driven
Transformational
"Self" centered

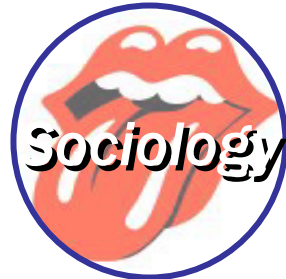
Generational Values

Personal Gratification
Entitlement
Control
Work Ethic
No to Status Quo
Optimism

Understanding Boomer Behavior:



***Early “Fall”
Feel Young
Inner-directed***



***Diverse life stages
Diverse lifestyles
“Ageless”***



***“Self” Centered
Transformational
Optimistic***

The Next 55 Minutes

Understanding Boomers

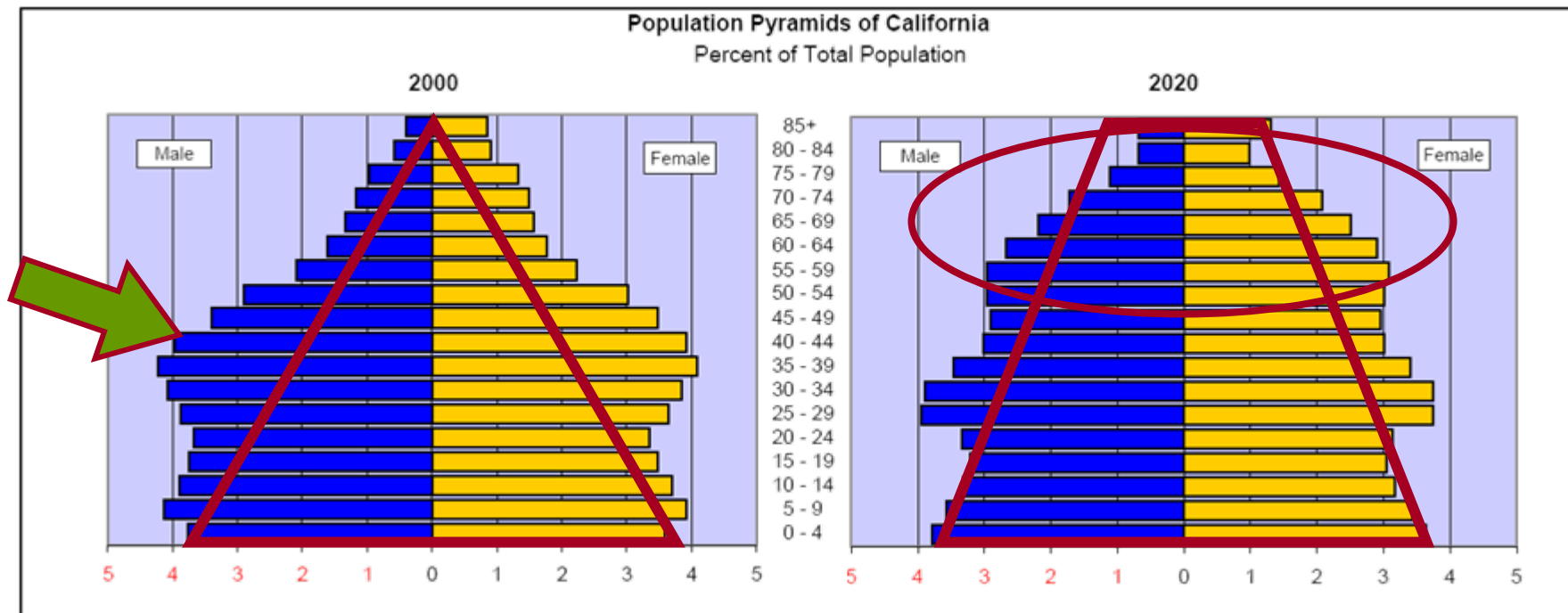
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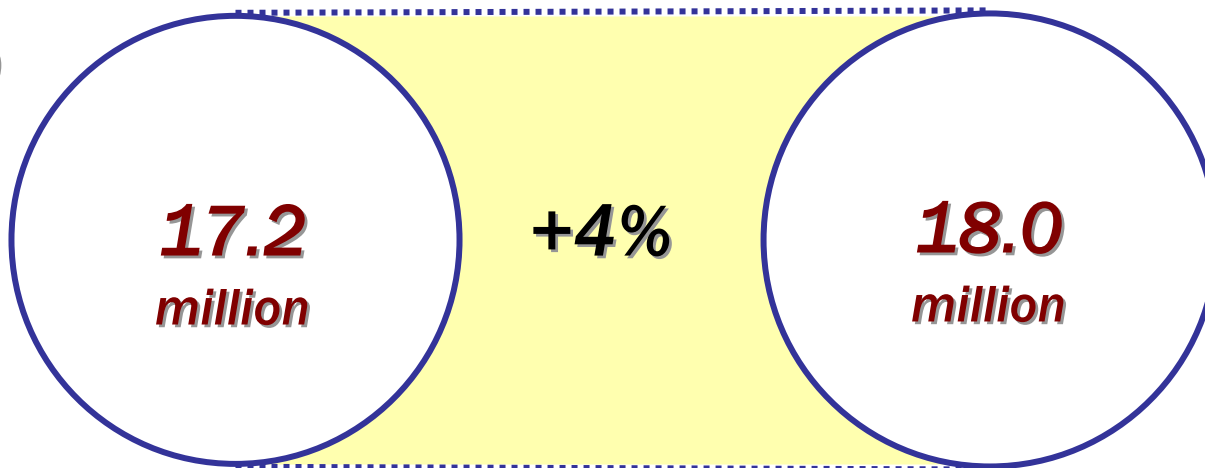
California has the same numbers



**One out of every three *adults* in
California is a Baby Boomer.**

How California will change:

18-49



50+



2007

2017

Libraries serve all Citizens:

California Population Estimates (in millions)

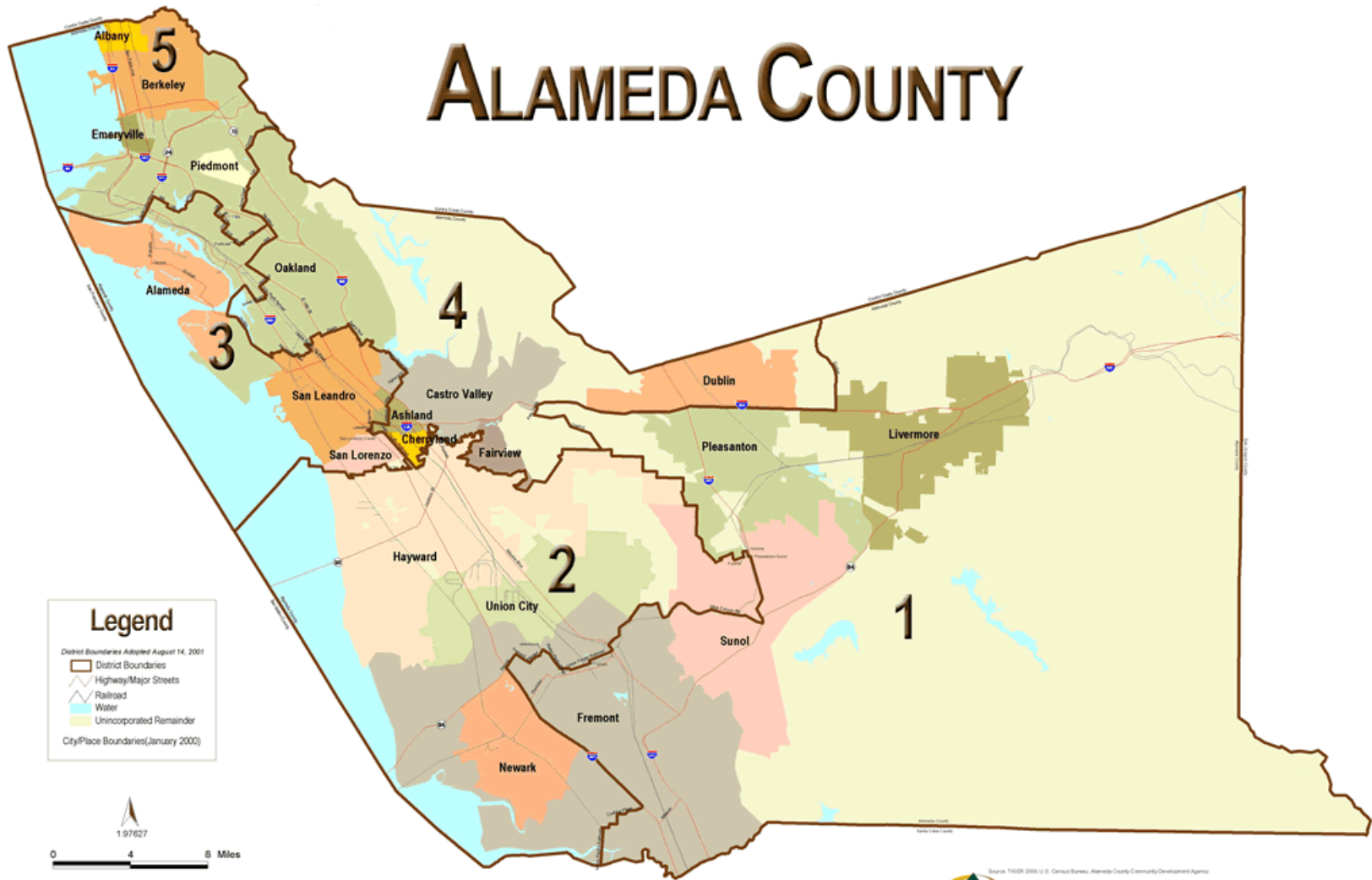
<i>Age Range</i>	<i>2007</i>	<i>2017</i>	<i>%</i>
<i>Under 18</i>	<i>9.5</i>	<i>10.1</i>	<i>+6%</i>
<i>18-49</i>	<i>17.2</i>	<i>18.0</i>	<i>+4%</i>
<i>50+</i>	<i>10.1</i>	<i>12.9</i>	<i>+27%</i>
<i>Total:</i>	<i>36.8</i>	<i>41.0</i>	<i>+11%</i>

Libraries serve all Citizens:

California Population Estimates (in millions)

<i>Age Range</i>	<i>2007</i>	<i>2027</i>	<i>%</i>
<i>Under 18</i>	<i>9.5</i>	<i>10.9</i>	<i>+15%</i>
<i>18-49</i>	<i>17.2</i>	<i>19.4</i>	<i>+13%</i>
<i>50+</i>	<i>10.1</i>	<i>14.9</i>	<i>+46%</i>
<i>Total:</i>	<i>36.8</i>	<i>44.2</i>	<i>+20%</i>





*All
demographics
are local*

Table DP-1. Profile of General Demographic Characteristics: 2000

Geographic Area: **Alameda County, California**

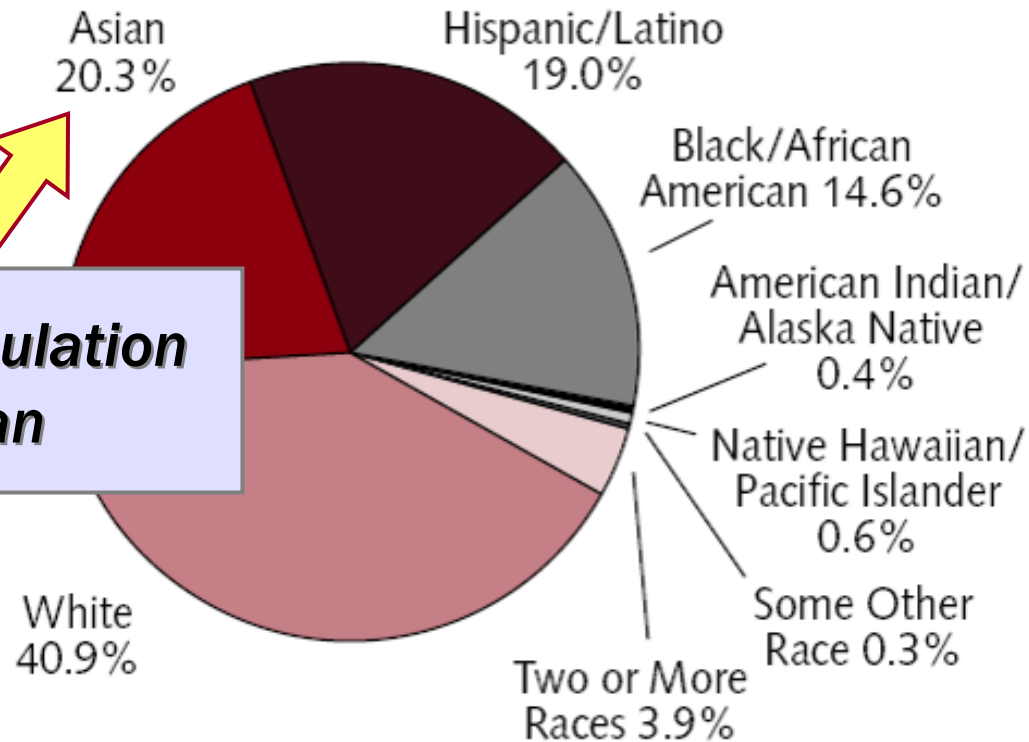
[For information on confidentiality protection, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
Total population.....	1,443,741	100.0	HISPANIC OR LATINO AND RACE		
SEX AND AGE			Total population.....	1,443,741	100.0
Male.....	709,300	49.1	Hispanic or Latino (of any race).....	273,959	19.0
Female.....	734,441	50.9	Mexican.....	193,555	13.4
Under 5 years.....	98,378	6.8	Puerto Rican.....	1,935	0.7
5 to 9 years.....	104,648	7.2	Cuban.....	1,935	0.1
10 to 14 years.....	96,769	6.7	Of Hispanic or Latino race.....	273,959	19.0
15 to 19 years.....	92,448	6.4	Not Hispanic or Latino.....	1,169,782	81.0
20 to 24 years.....	100,745	7.0	White.....	589,711	40.9
25 to 34 years.....	241,052	16.7	RELATIONSHIP TO HEAD OF HOUSEHOLD		
35 to 44 years.....	248,751	17.2	Total.....	1,443,741	100.0
45 to 54 years.....	248,751	17.2	In household.....	1,443,741	100.0
55 to 59 years.....	180,207	12.5	Head of household.....	243,766	17.0
60 to 64 years.....	147,591	10.2	Spouse.....	414,040	28.7
65 to 69 years.....	60,229	4.2	Child.....	308,593	21.4
70 to 74 years.....	87,362	6.1	Own child under 18 years.....	122,855	8.5
75 to 79 years.....			Other relatives.....	37,148	2.6
80 to 84 years.....			Under 18 years.....	109,979	7.6
85 years and over.....			Nonrelatives.....	32,497	2.3
Medians.....			Unmarried partner.....	27,735	1.9
18 years and over.....			In group quarters.....	13,214	0.9
Male.....			Institutionalized population.....	14,521	1.0
Female.....			Noninstitutionalized population.....		
21 years and over.....			HOUSEHOLD BY TYPE		
62 years and over.....			Total households.....	523,366	100.0
65 years and over.....			Family households (families).....	339,096	64.8
Male.....			With own children under 18 years.....	170,762	32.6
Female.....					

**34% of population
between 35-54 in 2000
(now 42-61 years old)**

**19% of population is
Hispanic or Latino**

Population by Race/Ethnicity
Alameda County, Census 2000



**20% of population
is Asian**

Total Population = 1,443,741

*Know your
community's
demographics*

U.S. Census Bureau

Fact Sheet

POPULATION FINDER

FACT SHEET

- Fact Sheet
- Fact Sheet for a Race, Ethnic, or Ancestry Group

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

DOWNLOAD CENTER

MAPS

TOOLS AND REFERENCES

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[Main](#) | [Fact Sheet](#)

[United States](#) | [California](#) | [Alameda County](#)

Alameda County, California

2006

2000

2006 American Community Survey
[Narrative Profile](#) | [Reference Map](#)

Data Profile Highlights:

NOTE. Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the [official estimates of the population for the nation, states, counties, cities and towns](#) and estimates of housing units for states and counties.

Social Characteristics - show more >>	Estimate	Percent	U.S.	Margin of Error
Average household size	2.76	(X)	2.61	+/-0.02
Average family size	3.44	(X)	3.20	+/-0.04
Population 25 years and over	968,508			+/-552
High school graduate or higher	(X)	85.3	84.1%	(X)
Bachelor's degree or higher	(X)	38.6	27.0%	(X)
Civilian veterans (civilian population 18 years and over)	75,352	6.8	10.4%	+/-3,268
Disability status (population 5 years and over)	175,816	13.1	15.1%	+/-7,397
Foreign born	449,842	30.9	12.5%	+/-9,425
Male, Now married, except separated (population 15 years and over)	286,256	50.4	52.4%	+/-5,976
Female, Now married, except separated (population 15 years and over)	273,627	46.2	48.4%	+/-6,920
Speak a language other than English at home (population 5 years and over)	567,897	42.0	19.7%	+/-11,152

city/ town, county, or zip

Alameda County

state

California

GO

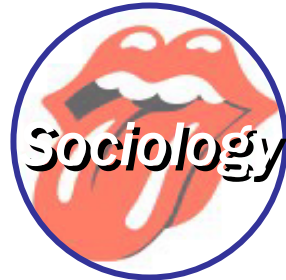
[search by address >](#)

factfinder.census.gov

Understanding Boomer Behavior in your Community:



Early "Fall"
Feel Young
Inner-directed



Diverse life stages
Diverse lifestyles
"Ageless"



"Self-Centered"
Transformational
Optimistic



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Implications

- Boomer age citizens consider themselves in early “middle age,” feel younger than they are, and are inner-directed now – don’t treat them like they are old or “seniors.”
- Knowing their age doesn’t tell you their life stage – take age out of your thinking
- They have a myriad of life styles – not “one size fits all” programs
- American Boomers are optimistic, driven, transformational – rethink your volunteering programs

Viva THE Vital

Financial

Physical

Mental

Social

Spiritual

Viva THE Vital

Financial

Physical

Mental

Social

Spiritual

Ask yourself these questions:

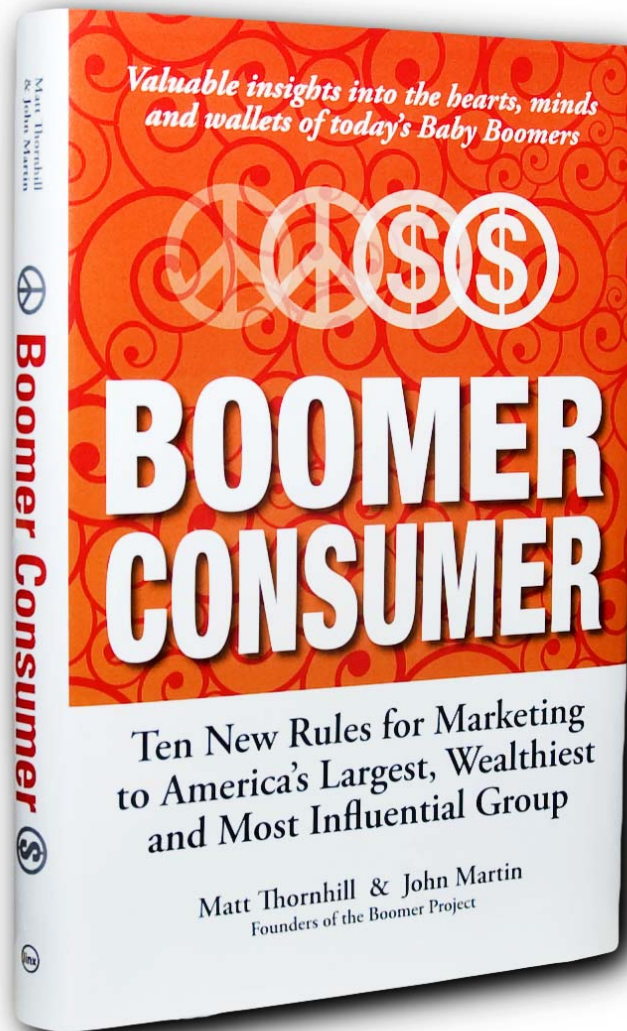
Do we know what percentage of our customers or visitors are Boomers?

What do Boomers want from us and how does that differ from what other generations want from us?

What products, services or offers do we have that appeal to today's Boomers?

Are our marketing materials, on-site and off-site, effective for Boomers?

How effective are we in delivering what we promise to Boomers?



- 1. Get your copy.**
- 2. Read it.**
- 3. Buy more copies for everyone you know.**

The Boomer Project

www.boomerproject.com



www.SIRresearch.com

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